

## Senior Financial Planner

# Taufeeq Essop

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## WEBSITES AND SOCIAL LINKS

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## SUMMARY

A technically proficient Senior Financial Planner with a Baccalaureus Commericii (BCom) degree and a Distinction in Income Tax. With over 7 years of FAIS-accredited experience, Taufeeq specializes in holistic Lifestyle Financial Planning, Tax Strategy, and Retirement Modeling (using Xplan). Proven track record of elite performance in the corporate sector, including winning the "League of Champions" multiple times at Sanlam and the "Best Sales Closer" award at Old Mutual. Currently expanding into Corporate Wellness Strategy (ACCSA certified), combining financial advice with employee well-being solutions. A strategic thinker who blends regulatory compliance with high-touch client relationship management.

## CORE FINANCIAL COMPETENCIES

- Financial Planning: Holistic Financial Needs Analysis (FNA), Retirement Planning, Estate Liquidity, Tax Optimization.
- Technical Tools: Xplan (Advanced Modeling), Sentrix, Astute, CRM Systems.
- Regulatory: RE5 (Representatives), FAIS Compliance, FICA, POPIA, TCF (Treating Customers Fairly).
- Advisory Focus: Risk Planning (Life/Disa

## EXPERIENCE

### FINANCIAL ADVISER | Jan 2015 — Feb 2019

Old Mutual - Pinelands

Operated as a 'Virtual Financial Planner,' conducting comprehensive Lifestyle Financial Planning for the upper-middle market. Utilized Xplan to model complex scenarios to guide clients toward retirement solvency. Constructed bespoke investment portfolios tailored to client risk profiles. Successfully penetrated the public sector, building long-term advisory relationships with civil servants. Focused on securing 'payroll deduction' business to ensure 95%+ persistency rates and reduce lapse risk.

### CONSULTANT | Jan 2019 — Feb 2022

Sanlam Life Insurance Ltd - Bellville

Managed a comprehensive risk portfolio, advising clients on asset protection, underinsurance gaps, and risk exposure. Acted as a 'Retention Architect,' utilizing forensic analysis of policy schedules to restructure premiums and retain clients during economic downturns.

### DIRECTOR & OWNER | Aug 2024 — Current

Glengrove Lodge & Tours - Glenwood

Built a profitable property and logistics business generating R160k+ revenue in Year 1. Manage a fleet of 5 vehicles and dynamic pricing strategies, achieving Airbnb Superhost status.

## MANAGING DIRECTOR | Jan 2012 — Jan 2015

Digital Berry - Goodwood

Honored as an Absa Top 10 Trending Young Entrepreneur for business innovation. Pioneered a hybrid retail/digital business model, managing inventory and regulatory compliance.

## EDUCATION

### University of the Western Cape - Bellville South | **Baccalaureus Commercii (BCom General)**

Industrial Psychology, Information Systems (IS) Management | 2000 - 2004

**Baccalaureus Commercii (BCom):** Conferred degree majoring in Industrial Psychology and Information Systems. This qualification provides a robust foundation in commercial disciplines, organizational behavior, and systems management, enabling strategic decision-making in financial and corporate environments.

### Milpark Education - Observatory, | **Higher Certificate in Financial Planning (NQF5)**

Income Tax (FPIT02-5) | 2021 - 2021

: A **120-credit** qualification ensuring full compliance with FSCA **Fit and Proper** requirements. This qualification serves as the academic requirement for the **Registered Financial Practitioner (RFP)** designation and covers the Financial Advisory and Intermediary Services (FAIS) Act, risk planning, investment principles, and the holistic Financial Needs Analysis (FNA) process.

### Fairbairn College - Goodwood | **Senior Certificate (Passed with Merit)**

| 2000 - 2004

**Senior Certificate (Passed with Merit):** Matriculated with a Merit endorsement, earning a Distinction in Mathematics. Commended by the Headmaster for "versatile intellectual ability," "determination in problem-solving," and a "teachable nature," establishing a strong disciplined foundation for future commercial studies.

### ACCSA - Plumstead | **Addictions Specialist**

| 2025 - 2026

I am currently specializing in **Addictions Counselling** through ACCSA, focusing on the **Matrix Intensive Outpatient Program (IOP)**, **Motivational Interviewing (MI)**, and **Workplace EAP strategies**. This advanced training equips me to manage high-stakes behavioral risks in corporate and family wealth contexts, bridging the gap between financial stability and strategic human recovery.

Key Competencies (Bullet Points)

**Matrix IOP:** Structuring outpatient recovery models for high-functioning individuals.

**Workplace EAP:** Managing "functional addiction," absenteeism, and return-to-work policies in corporate settings.

**Motivational Interviewing (MI):** Utilizing advanced communication techniques to resolve ambivalence and drive behavioral change.

**School & Adolescent Intervention:** Early detection strategies to protect generational family legacies.

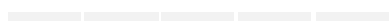
**Peer Recovery:** Facilitating community support structures to ensure long-term social reintegration. Certified in Motivational Interviewing techniques

## SKILLS

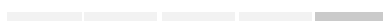
- Financial Planning
- Regulatory
- Wealth Management
- Portfolio Analysis
- Client Relationship Management
- Risk Assessment
- Technical Tools
- Advisory Focus
- Financial Modeling
- Retirement Planning
- Regulatory Compliance

## LANGUAGES

English



Afrikaans



Xhosa



## ACHIEVEMENTS

Corporate Sales & Financial Advisory

**Old Mutual (Financial Adviser)**

- **Klub 51 Silver Award (First Year):** Achieved prestigious recognition for sales excellence and quality of business within the very first year of tenure.
- **"Best Sales Closer" Award:** Recognized for achieving the highest sales conversion rates in the region.
- **Certificate of Commitment:** Awarded for professional dedication and compliance excellence (LTO Assessment).

**Sanlam Life Insurance Ltd (Consultant)**

- **Grand Prize Winner (Top Performance):** Awarded a brand new **Kia Picanto (Value: R180,000)** for exceptional dedication and being the top contributor to division targets.
- **League of Champions Winner (4x):** Consistently ranked as a top sales performer, winning the award for four separate quarters (Q1 2020, Q3 2020, Q4 2020, Q1 2021).
- **"Dr. Phil Award" for Attitude:** Internal team award recognizing positive attitude and team contribution.

Entrepreneurial Recognition

**Digital Berry**

- **Absa Top 10 Trending Young Entrepreneur:** National recognition for business innovation and growth potential in the retail sector.

**Glengrove Lodge & Tours**

- **Airbnb Superhost Status:** Achieved elite status for maintaining a 4.8+ star rating and exceptional guest service records.
- **5-Star Rating (GetYourGuide):** Maintained a perfect quality rating for touring logistics and driver management.

Academic Excellence

**Milpark Education**

- **Distinction in Income Tax:** Achieved academic excellence in the Advanced Financial Planning: Income Tax module (FPIT02-5).

**University of the Western Cape**

- **Baccalaureus Commercii (BCom):** Conferred degree majoring in Industrial Psychology and Information Systems.

## CERTIFICATIONS AND LICENSES

### Financial & Regulatory

- **Regulatory Examination (RE5): Representatives** | *FPI / Netcare Education, Sep 2016*
- **The Complete Financial Analyst Training & Investing Course** | *Udemy, Mar 2022*
- **Certificate in Financial Planning Products** | *Milpark Education, Jul 2016*
- FAIS Compliance, FICA, POPIA, TCF, Santam Personal Policy (SPP), Sentrix.

## HOBBIES AND INTERESTS

- Meditation
- Software programming
- Chess
- Martial Arts
- Business

## REFERENCES

Reference available upon request